



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Henderson - Las Vegas

# CONTRACT

<u>Contract / Revision</u> 482953 /		<u>Alt Order #</u> 06213595
<u>Product</u> D HELLER FOR SENATE		
<u>Contract Dates</u> 08/15/12 - 08/21/12	<u>Estimate #</u>	
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 06/26/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services  
3299 K Street NW, Suite 200  
Washington, DC 20007  
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/15/12	08/17/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$385.00			
N 2	KVVU	08/20/12	08/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$385.00			
N 3	KVVU	08/15/12	08/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-F--				4	\$365.00			
N 4	KVVU	08/16/12	08/16/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$365.00			
N 5	KVVU	08/20/12	08/20/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	2-----				2	\$365.00			
N 6	KVVU	08/21/12	08/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$365.00			
N 7	KVVU	08/15/12	08/17/12	Cops	2-3p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	08/13/12-08/19/12	Cops	2-3p	---WThF----	:30		<del>\$100.00</del>	NM		
			See MG 7.4									
	3	KVVU	08/13/12-08/19/12	Cops	2-3p	---WThF----	:30		<del>\$100.00</del>	NM		
			See MG 7.5									
	4	KVVU	08/13/12-08/19/12	Cops	1-2pm	MTuWThF----	:30		\$100.00	NM		
			MG for 7.2 08/16									
	5	KVVU	08/17/12-08/17/12	Cops	1-2pm	-----F-----	:30		\$100.00	NM		
			MG for 7.3 08/17									
N 8	KVVU	08/20/12	08/20/12	Cops	2-3p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	1-----				1	\$100.00			

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<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 06/26/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 9	KVVU	08/15/12	08/17/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---WTF---				3	\$275.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	08/13/12-08/19/12		Fox 5 News at 5	5-530p	---WThF----	:30		\$275.00	NM		
See MG 9.4,9.5												
3	KVVU	08/13/12-08/19/12		Fox 5 News at 5	5-530p	---WThF----	:30		\$275.00	NM		
See MG 9.4,9.5												
4	KVVU	08/16/12-08/17/12		Special Early News	Special Early News	-----ThF-----	:30		\$275.00	NM		
Ⓜ MG for 9.1,9.3												
5	KVVU	08/16/12-08/17/12		Special Early News	Special Early News	-----ThF-----	:30		\$275.00	NM		
Ⓜ MG for 9.1,9.3												
N 10	KVVU	08/20/12	08/21/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$275.00			
N 11	KVVU	08/15/12	08/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$265.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	08/13/12-08/19/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	---WThF----	:30		\$265.00	NM		
See MG 11.4,11.5												
2	KVVU	08/13/12-08/19/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	---WThF----	:30		\$265.00	NM		
See MG 11.4,11.5												
4	KVVU	08/16/12-08/17/12		Special Early News	Special Early News	-----ThF-----	:30		\$265.00	NM		
Ⓜ MG for 11.1,11.2												
5	KVVU	08/16/12-08/17/12		Special Early News	Special Early News	-----ThF-----	:30		\$265.00	NM		
Ⓜ MG for 11.1,11.2												
N 12	KVVU	08/20/12	08/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$265.00			
N 13	KVVU	08/15/12	08/17/12	MORE Access	6-7pm		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$145.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	08/13/12-08/19/12		MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
See MG 13.4												
2	KVVU	08/13/12-08/19/12		MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
See MG 13.4												
3	KVVU	08/13/12-08/19/12		MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
See MG 13.4												
4	KVVU	08/16/12-08/16/12		Extra/TMZ	M-Sa 8-10p/Su 7-1	-----Th-----	:30		\$435.00	NM		
Ⓜ MG for 13.3,13.1,13.2												
N 14	KVVU	08/20/12	08/21/12	MORE Access	6-7pm		:30			NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$145.00			

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	1	KVVU	08/20/12-08/26/12	MORE Access	6-7pm	MTu-----	:30		<del>\$145.00</del>	NM		
See MG 14.3,14.4												
	2	KVVU	08/20/12-08/26/12	MORE Access	6-7pm	MTu-----	:30		<del>\$145.00</del>	NM		
See MG 14.3,14.4												
	3	KVVU	08/20/12-08/21/12	Fox 5 News at 6pm	M-F 6-630pm	MTu-----	:30		\$145.00	NM		
Ⓜ MG for 14.2,14.1												
	4	KVVU	08/20/12-08/21/12	Fox 5 News at 6pm	M-F 6-630pm	MTu-----	:30		\$145.00	NM		
Ⓜ MG for 14.2,14.1												
N 15	KVVU	08/15/12	08/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$750.00			
N 16	KVVU	08/20/12	08/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$750.00			
N 17	KVVU	08/16/12	08/16/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---1---				1	\$450.00			
N 18	KVVU	08/18/12	08/18/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$500.00			
N 19	KVVU	08/19/12	08/19/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$150.00			
N 20	KVVU	08/19/12	08/19/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$745.00			
N 21	KVVU	08/19/12	08/19/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$425.00			
Totals											40	\$14,690.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/21/12	40	\$14,690.00	\$12,486.50
<b>Totals</b>	40	\$14,690.00	\$12,486.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG8/12 13.13  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

SALES PRSN PH- TERESA DI FURIA

ORDER # \_\_\_\_\_ ✓ CONTRACT # 6213595

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	<u>D HELLER FOR SENATE</u>	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG8/12 13.13

REP: TO ROSE  
FR NIKKI  
OK'D M5  
SEE LINE 26  
TOTAL SAME  
PLS CNF THANKS

STRA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

DEAN HELLER FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
14		S	600P-700P	30		\$145.00	8/20	8/21	0		M-TU	0
PROGRAM : MORE CON COM1 : MAX 1X DAY												
26		A	600P-630P	30		\$145.00	8/20	8/21	2		M-TU	2
PROGRAM : FOX5 6P NEWS ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG20 ON LINE-14 FOR 2 SPOTS/WK												
STATION MAKEGOOD OFFERS:												
M5		OK'D	BUY#14			MISSED:M-TU/600P-700P	AUG20 (2/WK)		30S	\$145.00	(AUG7/12)	
						OFFER:M-TU/600P-630P	AUG20 (2/WK)		30S	\$145.00	PLS ADVISE.	
CMT: PRG CHG. PRE-BOOKED PLS APPROVE.												

REP HEADLINE# 6213595 TRF# 482953  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.13  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:
AUG/12			14690.00									
CONTRACT TOTAL												14690.00
TOTAL SPOTS												40

MARKET TOTALS \$97,933 KVVU 15% KSNV 22% KLAS 36% KTNV 18% KVMY 4% KVCW 3% CABL 0%  
KTUD 2%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE